

NASA Office of Communications

- Challenge: Communications as a priority for the Agency
 - Apollo 11: Cameras almost not manifested for landing shots
 - Ares: PAO in separate room from control center
 - Orion: no live downlink planned, only tapes
 - Good example: Science Mission Directorate allocates ~1% of mission budgets for Education/Public Outreach that can't be touched
 - Communications is everyone's job
- Challenge: Communications priorities for the Agency. What gives biggest bang for the buck?
- What is/should be the future of NASA TV post Shuttle retirement?
- Challenge: Coordination among Agency organizations. Need to improve internal communications.
 - Social media perpetuates decentralization which could be ok
 - Communications Coordinating Committee (CCC) being re-structured per the successful Education Coordinating Committee (ECC) chaired by head of NASA Education/Joyce Winterton. Members have voting rights about fund allocations.
 - Metrics
 - Communications funding disbursed around the Agency, not centralized at HQ. Tax these organizations e.g. to help out with NASA TV funding?
 - Delineation blurred between Informal Education and Public Outreach
- Communications Strategic Plan: in development (will seek committee review)
- Communications Implementation Plan: in development (will seek committee review)
- Social Media Policy: in development
- Challenge: need to turn-around messaging about Constellation cancellation and Shuttle retirement i.e. bad news to good news e.g. change from "destination phobia" to multiple destinations is good
- Challenge: improve relations/communications with key stakeholders e.g. Space Grant Consortium and affiliates, universities, museums, science centers etc.
- Need help evaluating communication products
- Issues with being open e.g. costs associated with hosting tweetups, making comm. Products 508 compliant etc. (Reference: [Open Government Directive](#))
- Political challenges: Districts versus national interest
- Challenge: Identifying who we want to reach and how best to do that. Surveys?
- Marketing, what does it mean for government agencies? How can NASA avoid getting into trouble with the White House/Congress for expending resources on efforts to engage? (Reference: [Open Government Directive](#))

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- Difference between Informal Education and Public Outreach = Education Objectives/Outcomes metrics
- Design Team is new: strategically connect NASA missions w/TBD Education products/services
- Not working as much w/K-12 Administrators, community colleges
- Improve pre-service teacher training
- Coordinate NASA Education efforts w/other govt agencies to balance govt portfolio. What should the strategy be? Target various segments, working on complimentary solicitations across agencies.
- Student competitions/Space Act Agreements could be better orchestrated
- Challenge: funding approved in April must be spent before October (start of FY11)
- Need help with metrics: want to make metrics-based decisions
- [Summer of Innovation](#): Dept of Education will gather stats on student participants over 2 years, targeting 100K underprivileged students – locations TBD, 6th-8th graders. NASA will connect students with NASA employees. Want students to have positive experiences at school following semesters so implementing programs at schools
- [Race to the Top](#) (replaced No Child Left Behind): Dept of Ed program to send money to states
- Proficient STEM (Science, Technology, Engineering, Math) at the end of High School
 - 17% - Proficient Interested
 - 25% - Proficient Not Interested
 - 15% - Not Proficient Interested
 - 42% - Not Proficient Not Interested (Title I funding goes here) Title 9?
- We have a lot to do regarding expectations, parents perpetuate “It’s ok, I wasn’t good in Math.”
- What’s the most effective way to let the public know about the cool stuff students are doing via regional NASA centers, [Space Grant](#), K-12, etc?
- NASA Education Goal: Reach the targeted audience(s) with the message(s) that work.
- What, if not Constellation, will motivate students?